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INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
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**ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**Onde- Onde**

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# TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	i
1.0 BUSINESS PROFILE .....	ii
1.1 Business Background.....	ii
1.3 Business Vision .....	iii
1.4 Business Mission.....	iv
1.5 Business Objective.....	iv
2.0 ADMINISTRATIVE PLAN.....	iv
2.1 Owner's Background .....	v
2.2 Organization Chart .....	vi
2.3 Manpower Planning .....	vi
2.4 Schedule of Tasks and Responsibilities.....	vi
2.5 Schedule of Remuneration .....	vii
2.6 List of Office Equipment .....	vii
2.7 Administration Budget .....	xi
3.0 MARKETING PLAN.....	xii
3.1 Target market.....	xii
3.2 Competition and Edges.....	xiii
3.3 Market Size.....	xiii
3.4 Market Share.....	xiv
3.5 Sales Forecast .....	xiv
3.6 Marketing Strategies .....	xv
3.7 Marketing Budget .....	xvi
4.0 PRODUCTION PLAN.....	xvii
4.1 Production Process .....	xvii
4.2 Production Planning .....	xviii
4.3 Material Requirements .....	xviii
4.4 Purchase Forecast .....	xix

## EXECUTIVE SUMMARY

We run a Malaysian dessert business called onde-onde. Onde-onde refers to glutinous rice balls dessert that is very famous in Malaysia especially among the Malays community. The original onde-onde or also called as Kuih Melaka by some people is coated with fresh shredded coconut where its pandan flavored skin wraps semi-melted palm sugar that would burst upon the first bite.

We decided to sell this product because onde onde is quite similar with this one famous Japanese dessert, mochi so we were thinking of selling this because it has a potential for being recognised all over the world. Our business is based in Johor Bahru,

In Johor, our target market is the people living here as young as age of 5 and above. We have variety of flavours for our Onde Onde to make it different from any other companies who also sell this out there, for example we have the original pandan, red beans, yam, chocolate and also durian. We are very confident of the competitive advantage we have will be able to attract more customers. Our management team consists of 3 people where each of us have our own tasks from getting the ingredients from the suppliers to selling it to the customers.

With a good marketing plan which includes promotional activities both online and offline will help to boost sales from the very beginning. Hence, it will increase profits. We also receive overwhelming and positive feedbacks from the customers and their continuous support. Chewy Bytes Company really care a lot for their customers on what they need and want because we believe that it's impossible to sustain a business if you don't have a good customer relationship.

## 1.0 BUSINESS DESCRIPTION



Onde-onde is run by our company's Chewy Bytes Enterprise and we are running a Malaysian dessert that has a very chewy texture - that's how it inspires us to name our business. Our business is located at No 42 Jalan Tasik Tambahan 3, Taman Tasik Tambahan Ampang, Selangor. Our business operates at a residential area with the population breakdown as follows: 70% Malay, 23% Chinese and 7% Indian.

I believe that our product is well known by the Malay people and they all might be our potential customers. The Chinese and Indian community also has the opportunity to try out our products. The factor in selecting this business is that we want to highlight dessert that has long been a tradition from the time of their ancestors. We want to attract them to taste our products but with a more attractive and interesting touch to it.

## 1.1 PURPOSE OF BUSINESS PLAN

The reasons why we are selecting this business is because we believe that this dessert has its own potential that could be reached and enjoyed by a bigger audience, not just by the Malaysians but also by all races in Malaysia as it is the most favoured dessert by all Malaysians.

Other than that, one of the things that make our business different than others is that we also produce a variety of the flavor such as chocolate, yam, red beans & durian, besides the original pandan flavor. This is because we believe that it's very important to make our product suitable and being recognized by everyone.

## **2.0 ADMINISTRATIVE PLAN**

Administration plan can be defined as the process of organizing people and resources efficiently so as to direct activities toward common goals and objectives.

## **2.1 BUSINESS VISION**

A vision statement is a company's road map, indicating what the company wants to become by setting a defined direction for the company's growth.

Our company's vision is to create and promote our very own colorful Malaysian dessert, onde onde to everyone and for them to experience eating our unique and colorful product that comes with variety of flavors.

Here in Chewy Bytes Enterprise, our motto is "Delight in every bite" which means that a high degree of gratification or pleasure experience that you will get when you bite our dessert.

## **2.3 BUSINESS MISSION**

A mission is actually a short-written statement of your business goals and philosophies. The business mission of our company is to provide the best customer service and being able to serve only the best for our customers - through fresh ingredients and great hospitality.

## **2.4 BUSINESS OBJECTIVE**

Business objectives are the specific and measurable results companies hope to maintain as their organization grows. Chewy Bytes Enterprise's objective is that we aim to expand our business worldwide and to bring the best value for the cost which means that our customers are paying less than average and getting an average or above- average product.